

# The Contradiction of Social Media at Stage: Study on the Use of Social Media in Hong Kong

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**Keywords:** Information Cocoon, Statistics, Big Data.

**Abstract:** In the process of the public's use of social media, social media will use internal algorithms to guide and record the masses to obtain their inner preference content, to make "personalized" recommendations. In addition, the information disseminated through social media in the new century has strong timeliness and good dissemination. However, at the same time, the particularity of the use of social media is limited by the relatively short period, and it has not been possible to form regulations and countermeasures that can be widely used and have strong binding force. Given the above descriptions, this paper starts from the contradictions existing in social media, through the analysis of a wide range of public data, to understand the group trend and provide ideas for the questionnaire survey, and then through the collection of a variety of questionnaire data research methods, the use of descriptive statistics and the calculation of scores for special topics to make the scores and the proportion of respondents and other factors complex, and then according to the final results of statistics and classification, and finally to obtain that social media has different advantages and disadvantages in different use environments, and has a certain warning effect on individuals. This research is helpful for users to improve their abilities.

## 1 INTRODUCTION

As society grows, people have more social media options to choose from. In recent years, people have become more easily able to access information through social media, and in-depth research has been conducted on how social media can help people optimize their lifestyles (Cao 2011). A subset of adolescents believe that social media broadens their horizons and gives them access to resources and information about different cultures (Wang 2023). Another segment believes that social media promotes mutual understanding among students in terms of acculturation, and they are all willing to use social media to make friends. In this environment, the contradictions between several groups around social media are gradually emerging. The main contradiction and motivation is that the function of social media is to a certain extent related to the means of communication and communication between individuals, attracting people to spend more time. However, when people are immersed in social media and have similar social purposes, their attention to real social storage will be diverted, and the contradictions between the two will seriously affect

the development of the individual (Gong and Fu 2020). Social media is diverse, and it is easy to access information in many ways, such as entertainment, communication, shopping, eating, etc., providing a variety of choices and enriching life (Li and Xie 2020). However social media tends to be homogeneous in terms of functionality, and developers are failing to deliver effective modern features. In this regard, research uses data to help media weaken the contradiction between diversity and uniformity, and help build an advantage to stand out from the crowd of social media.

From ancient times to the present, the timeliness of information has been widely valued (Xiao 2023). Social media is a leader in information dissemination, through which the public can obtain first-hand information, which is convenient for timely response and processing (Shahbaznezhad et al 2021). However, the contradiction between the spread of false information can confuse the public, and in severe cases, it will have an impact on the facts under objective conditions, and the contradiction between the two can be assisted by the study of data to formulate the norms for the use of social media. When people use social media, they will subconsciously obtain their inner preference content,

and the vast majority of social media will choose to use internal algorithms to record content to optimize the user's push content, which is a manifestation of personalization. Under the influence of individuation, there is a contradiction between the growth of the individual and the establishment of an information cocoon.

This paper constructs a new type of questionnaire to collect people's daily attitudes and related opinions on the use of social media, uses the scoring mechanism to study multiple respondents, judges the practicality of social media according to the theory, deeply analyzes the psychological activities and states of the respondents, and discusses and researches them.

## 2 OVERVIEW

The information cocoon is a theoretical hypothesis for the network information age put forward by the American scholar Keith Sunstein (Keith 2008). Network information brings more information and choices while allowing people to selectively obtain information, and only under the guidance can some information be included in the scope of the collection, people who obtain the same information are stuck in a circle, and different circles are isolated from each other or even opposed, so that people's lives are shackled in a "cocoon" (Zhu and Li 2021).

Under the influence of the information cocoon, individuals and groups have a tendency to be polarized, and they will choose and obtain information that individuals are relatively more interested in in the way of a large number of existences, and let this kind of information exist in a large number of individual lives. This will solidify one's way of thinking, resulting in a strong way of acting exclusively and paranoidly. At the same time, individuals interfere with public opinion or irrationally attack zero individuals who do not agree with each other. When there is a lack of sharing and discussion of key information, one's sensitivity to important information from the outside world decreases, reducing the stickiness between oneself and society, and lacking the understanding of social diversity, which has an obstructive effect on the improvement of one's level and disconnects with the normal way of social operation.

The increased effectiveness of information and the ease of information exchange makes social media the choice of most individuals. At the same time, changing the way of communication across geographical restrictions and broadening the channels

for the masses to obtain information can enable individuals to better understand the world and improve the knowledge level of the masses (Esteban 2019). At the same time, the way of receiving information according to the senses is fixed, and there is no higher communication outcome while having a way to obtain more information, the use of social media will give up the action information and attitude carried by the other party during offline communication, and simple text descriptions online need more descriptions to express the inner meaning of words, which often has lower efficiency than offline communication methods.

Under the influence of personalization, individuals can easily obtain the information they want, avoid missing relevant information, increase user loyalty, improve the competitiveness of the media, and generate good word-of-mouth marketing (Lv and Yang 2021). The acquisition of long-term personalized information will solidify the thinking mode, easy to produce a strong exclusive, and paranoid personality and way of doing things, lack of sharing and discussion of diverse information, reduce the stickiness between oneself and society, disconnect with the normal social operation mode, produce social anxiety, and build an "information cocoon".

### 2.1 Current Situation

Figure 1 shows that 92.0% of the respondents like the function of image content, 61.33% like to read text-related functions, and 57.33% and 57.78% are willing to use horizontal video and vertical short video, respectively. But when faced with the live streaming feature, only 9.78% of people said they liked it. According to the survey on the intention to use social media functions, 69.40% of people have the intention to use social chat functions, 71.76% have the intention to use the vertical short video function, and 41.54% and 40.48% have the intention to use the chatbot and in-app shopping function, respectively. For AR filters, 29.84% of people are willing to use them.

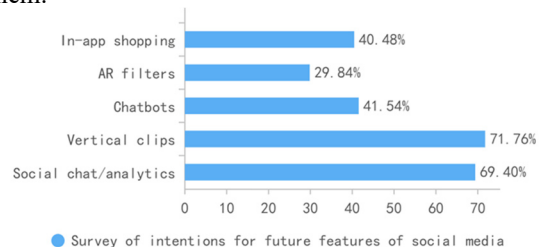


Figure 1: Survey of intentions for future features of social media (Picture credit: Original)

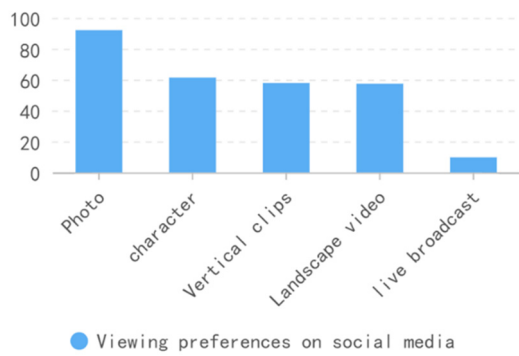


Figure 2: Viewing preferences on social media (Picture credit: Original)

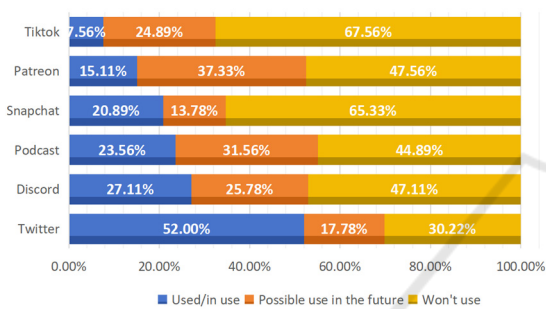


Figure 3: Whether or not social media has been used (Picture credit: Original)

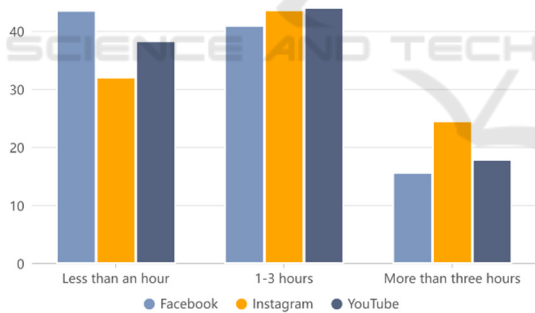


Figure 4: Average percentage of time spent on social media (Photo/Picture credit: Original)

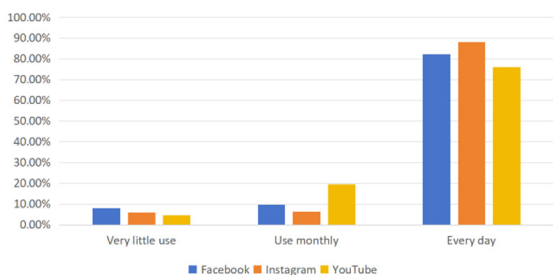


Figure 5: Percentage of users are intimate with social media (Picture credit: Original)

Survey data on how much time is spent on social media daily (Figure 2 - Figure 5). Whether it's Facebook, Instagram, or YouTube, nearly 7 out of 10 people spend more than an hour a day on social media. At the same time, more than 80 percent of respondents use this social media daily. With a fixed total time, more time spent on social media means less time spent on other daily activities (Figure 6).

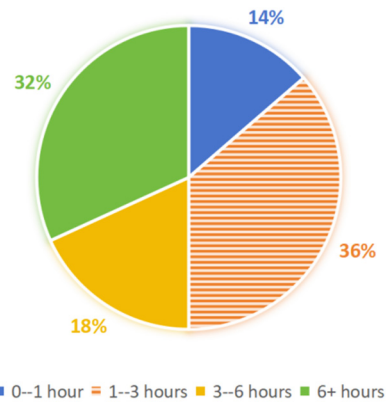


Figure 6: Average daily social media usage (Picture credit: Original)

### 3 RESEARCH METHODOLOGY

This study looks at social media users under the guidance of social media personalization. This research is of great significance to open up a new direction, whether it is to adjust the social style of individuals in daily life or to be able to behave more effectively in the face of special situations. This study mainly focuses on the contradictions existing in social media and uses literature analysis to search and read relevant materials and literature, mainly through questionnaire surveys, supplemented by score calculation. The advantage of this method is that it can analyze the authenticity of the questionnaire content and the validity of data collection, which is conducive to the conduct of research. The ultimate goal of this study is to provide a favorable basis for the relevant regulations and countermeasures to be specified by professional departments.

#### 3.1 Questionnaires

This study designed several questionnaires to collect data on users' perceptions of the impact of social media on traditional social methods and the direction of social media use, data on the frequency of users' use of social media, data on social media information

acquisition tendency, and data on the judgment of the authenticity of social media information acquisition, personalized treatment, and information cocoon perception. On this basis, the scores of individual special topics are assigned, the questionnaire scores are finally calculated, the characteristics of the respondents are analyzed according to the theory, and effective conclusions are finally drawn.

### 3.2 Analysis of Results

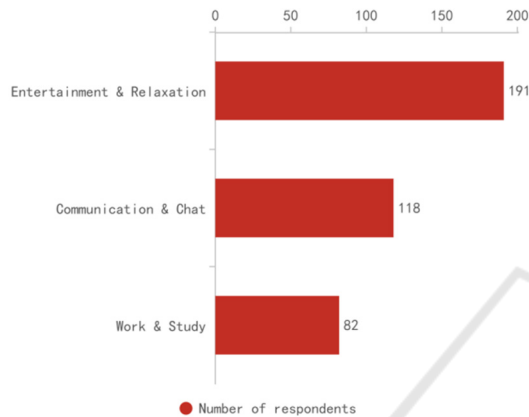


Figure 7: Purpose of using social media (Picture credit: Original)

According to the survey results, 183 respondents in the survey on the impact of social media on their daily lives felt that using social media avoided spending useless social time offline. Among them, 154 respondents believe that the function of social media is enough to replace offline social networking, 96 people think that using social media is more attractive to them than offline social networking, and 53 respondents believe that offline social networking has too many limitations and it is better to use social media. The remaining 17 respondents believe that the use of social media will not encroach on offline social time, of which 7 respondents believe that using both can give full play to the advantages of social media and offline social networking at the same time, and 10 respondents believe that they have higher efficiency in offline social networking. In addition, 9 respondents felt that they lacked experience in using social media and were more willing to socialize offline. This type of data is scored separately based on weighting and selection and is used to determine how well respondents feel good about social media. According to the calculation, 37 respondents have a very high degree of favorability towards social media, and they believe that the use of social media can minimize the time consumption of offline social

networking and improve the quality of life and time utilization. The 156 respondents believe that the use of social media can simplify communication, but in exceptional cases, it is still necessary to communicate offline to achieve the best results. Seven respondents believe that social communication in person maximizes the quality of communication and is more effective than social media.

As shown in Figure 7, 82 respondents were the most judgmental when judging the authenticity of social media content, followed by 63 respondents who believed that whether the information had been disseminated by the intimate people around them should be the main criterion for whether it was authentic. When used as an auxiliary basis for judgment, 70 respondents believed that they should judge whether it is true from their subjective perspective, and 56 respondents believed that they should listen to the opinions of those around them. This type of data assigns a score to each type of response based on a ranking order, and then calculates it, and these scores are used to determine respondents' attitudes towards social media and messaging. After calculation, the author believes that 47 respondents have a strong ability to distinguish the authenticity of information on social media and can effectively distinguish the truth from the false in the face of diversified information and filter out content that is beneficial to them. The 133 respondents have a relatively general ability to distinguish the authenticity of information, and it is usually easy to distinguish the authenticity of information, but it is easy to lose direction in the face of complex situations. The 20 respondents have poor discrimination skills and are easily influenced by various information in the process of using social media.

In terms of social media personalization, 64 respondents supported social media personalization, while 136 respondents did not. Of the 64 respondents who support social media personalization, 35 believe that it is convenient to obtain information about their preferences, while the other 29 believe that they can block inappropriate content such as ads. Of the remaining 136 respondents who do not support personalization, 41 prefer diverse information, and 63 believe that personalization leads to their association with social media. Thirty-two respondents believe that social media personalization leads to fewer ways to get information. In this type of analysis, each respondent's score is calculated based on the total proportion of each type of person in the group, and the stickiness between the respondent and social media is determined. After calculation, 46

respondents have a good stickiness to the social media they are using, 133 respondents have a normal level of stickiness to the use of social media, which is not easy to get away from and is not easy to be tied to social media, and 21 respondents have a poor stickiness to the social media they are using.

In terms of the impact of information cocooning on themselves, 110 respondents believed that information cocooning would lead to more subjective thinking about problems was the biggest impact, 105 respondents believed that information building reduced their communication with the outside world was a secondary impact, and 80 respondents believed that solidifying the way and content of information obtained by themselves was the least impact of information cocooning on themselves. The respondents' understanding of information building is arranged in order, according to a certain proportion, and calculated according to the set score, to judge the degree to which the respondents are affected by the information cocoon. After calculation, 23 respondents can fully face up to the information cocoon and have a better strategy to avoid being affected, 144 respondents can realize the impact of the information cocoon on themselves and make certain measures, 30 respondents have a certain understanding of the impact of the information cocoon, but there is no better way to deal with it, and 3 respondents are seriously affected by the information cocoon and have not been able to make effective responses.

## 4 DISCUSSION

Based on the results of the questionnaire survey, offline social networking can allow individuals to get to know each other better because individuals can communicate face-to-face in real life, and in this process, both parties usually carry certain emotions and body movements, which will improve communication efficiency to a certain extent. At the same time, it can be limited by time and space, as people need to communicate at specific times and places. When using social media, individuals can more easily obtain the information they need, and at the same time, social media has the characteristics of fragmentation and strong virtuality, which is convenient for individuals to use and has a higher tolerance for negative attitudes and evaluations, maintaining and expanding relationship networks, establishing individual image and strengthening community status.

By publishing real-time information and professional reviews on social media, supplemented by data obtained from observations or experiments, institutions can attract more traffic and attention, improve their visibility and authority, and individuals will have a deeper trust in them, and once there is a mistake, it will cause greater losses. In this regard, individuals can effectively avoid judgment errors and avoid disturbing their thinking through multi-faceted and multi-angle verification.

Personalization can shorten the distance between supply and demand, the two sides can form a good cooperative relationship, and timely and targeted services can help individuals to obtain the satisfaction of expected benefits or make unreasonably expected benefits have been corrected and improve efficiency. However, at the same time, it is easy to lead to the gradual narrowing and radicalization of individual ideological vision, which can improve the stickiness of individuals and groups in the short term, so that individual satisfaction can be greatly improved, but in the long term, it is easy to bind both sides, limit each other's development and lose the opportunity to improve blind vision.

## 5 CONCLUSION

The results of this study are that both sides of social media, both positive and negative, can be effective. In daily life, it can enrich the means of communication and communication between individuals and provide a space for individuals to display. In the face of special situations, a variety of social media can create new ideas, provide reliable and effective ideas and solutions to solve problems and alleviate social pressure. In the face of the problem of "information cocoon" and personalization, it is necessary to obtain diversified information, strive to understand and try new things, broaden the scope of individual information and refuse to blindly follow the opinions and opinions of others, so as to help individuals grow better. This study provides a lot of valuable reference significance for future research in this direction, mainly for the impact of social media personalization on people's daily life, the use and practicality of social media in the process of information dissemination, and the relevant regulations and countermeasures that can provide a favorable basis for professional departments.

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